

# Average US Time Spent with Mobile in 2019 Has Increased

US Adults Spend More Time on Mobile than They Do Watching TV

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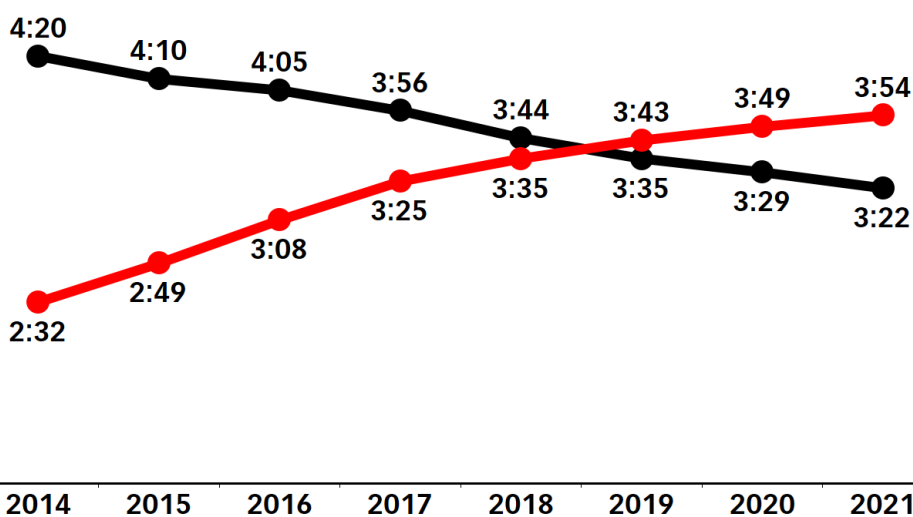
**Amy He**

**F**or the first time ever, US consumers will spend more time using their mobile devices than watching TV, with smartphone use dominating that time spent.

Consumers' use of smartphones will continue to make up the majority of their media consumption, but we predict that use will plateau by 2020, as consumers become increasingly uneasy about overuse of mobile devices.

## TV and Mobile Devices: Average Time Spent in the US, 2014-2021

hrs:mins per day among population



■ TV\* ■ Mobile devices

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; \*excludes digital

Source: eMarketer, April 2019

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www.eMarketer.com

The average US adult will spend 3 hours, 43 minutes (referenced as 3:43) on mobile devices in 2019, just above the 3:35 spent on TV. Of time spent on mobile, US consumers will spend 2:55 on smartphones, a 9-minute increase from last year. In 2018, mobile time spent was 3:35, with TV time spent at 3:44.

Tablet use among US adults continues to lose ground, having peaked at 1:11 daily in 2017 and dipped to 1:08 this year. This trend will continue through 2021.

"We've expected that mobile would overtake TV for a while, but seeing it happen is still surprising," said Yoram Wurmser, eMarketer principal analyst. "As recently as 2014, the average US adult watched nearly 2 hours more TV than they spent on their phones."

What are people spending time on their devices doing? They're consistently spending the bulk of their time using apps over web browsers, with the average person spending 2:57 in apps vs. 0:26 on a mobile browser.

Within apps, people spent the most time listening to digital audio, followed by social network activity.

"Digital audio apps continue to add minutes because people are streaming more music on their phones, and podcasts have taken off in popularity in the past few years," Wurmser said.

Longer term, smartphones will remain the dominant device for consumer media, but backlash continues over screen time, even if broader consumer behavior has not reflected these sentiments. Companies like Google and Apple have introduced screen time controls, but how useful they are in ultimately changing behavior remains to be seen.

For detailed breakdowns of mobile usage by device and app, and analysis on competing devices, eMarketer PRO subscribers can read our new 2019 mobile report:

**Report** by Yoram Wurmser May 30, 2019

**US Time Spent with Mobile 2019**

**US TIME  
SPENT WITH  
MOBILE 2019**

Smartphones Gain Minutes,  
but New Challengers Emerge

MAY 2019  
BY YORAM WURMSER  
CONSULTING VICE PRESIDENT, CHIEF ANALYST, MOBILE FIRST, STRATEGY INTELLIGENCE

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For insights on time spent in media more broadly, eMarketer PRO subscribers can read our report collection covering the US and eight other markets worldwide:

**Report** by Mark Dolliver May 30, 2019

## Time Spent with Media 2019

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Our Report Collection Looks at How Consumers Spend Time with Media in Nine Countries

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